

Bright's Wines Limited fonds

1983-1989

RG 75-14

Brock University Archives

Creator:	Ontario Editorial Bureau
Extent:	1.37 m of textual records (1 box) 48 photographs
Abstract:	This archive contains materials relating to Bright's Wines Limited. The bulk of the materials are correspondence, and media; including photographs and promotional materials. The materials have been kept in original order, except where noted.
Materials:	Typed and handwritten correspondence, reports, media releases, clippings, photographs.
Repository:	Brock University Archives
Processed by:	Jen Goul
Last updated:	January 2007

Terms of Use:	The Bright's Wines Limited fonds are open for research.
Use Restrictions:	Current copyright applies. In some instances, researchers must obtain the written permission of the holder(s) of copyright and the Brock University Archives before publishing quotations from materials in the collection. Most papers may be copied in accordance with the Library's usual procedures unless otherwise specified.
Preferred Citation:	RG 75-14 Bright's Wines Limited fonds, 1983-1989, n.d., Brock University Archives, Brock University.
Acquisition Info.:	This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.

History:	<p>One of the oldest wineries in Ontario, Bright's Wines is now a part of Vincor International Inc. and still producing wines today.</p> <p>In the year 1874 Thomas G. Bright and Francis A. Shirriff came together in a partnership and formed a wine company in Toronto, Ontario. As the company began to prosper the gentlemen decided to move the location to</p>
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Niagara, Ontario. Sixteen years later the Niagara Falls Wine Company opened on Dorchester Road. In 1911, Bright bought out all of Shirriff's shares in the company and the name became the T. G. Bright and Co. Limited. A few years later in 1933 Harry C. Hatch bought the wine company from the Bright family and began changing how Bright's operated through greater, more diverse wine production, as well as research and development.

Bright's leadership in wine research and development in Canada helped bring Canadian wines to their position of respect around the world. In 1934 Bright's began a viticultural and vinicultural program, changing the way the Canadian wine industry worked. They put more money into research and development than any other winery in all of Canada. Soon, gold medals and "best of class" international designations were being awarded to Bright's wines.

As a result of their success, the founders soon discovered that they needed additional money to develop their business. So they borrowed money from a local bank and other lenders, or creditors, and used the funds to expand the business. Subsequent acquisition of other companies and consolidations in the wine industry led to the creation of Vincor International in 1993. Today, Vincor has established itself as a major participant in the North American super-premium wine market. By acquiring other companies, Vincor has fuelled growth in its sales from \$114 million in 1995 to \$654 million in 2005. The company's success attracted the attention of its competitors. On September 27, 2005, Constellation Brands, Inc. announced its intention to buy Vincor and subsequently acquired the company in June 2006.

http://highered.mcgraw-hill.com/sites/dl/free/0070980969/581343/new_Libby3ce_Ch01.pdf
Brights Wines Fonds, Box 1 Folder 20, Promotional Materials 1983-1989.

Scope and Content: The fonds contains materials relating to Bright's Wines, from 1983-1989. The materials included are meeting minutes, annual reports, media releases and correspondence and some photographs, many of which are part of media releases. Folders are arranged alphabetically within each series. The series are arranged alphabetically.

Organization: The records were arranged into two series:

Series I, Correspondence, 1983-1989

Series II, Media, 1983-1989

Inventory:**Series I. Correspondence, 1983-1989**

- 1.1-1.11 Correspondence, 1983-1989; includes speeches and summary of services
- 1.12 Janet Carnochan, 1985-1989; includes correspondence, speeches, media releases, clippings, handbills

Series II. Media, 1983-1989

- 1.13-1.14 Clippings, 1983-1989
- 1.15-1.16 Media Releases, 1984-1989
- 1.17 Photographs, 1985-1987; includes 48 photographs.
- 1.18-1.20 Promotional Materials, 1983-1989; includes price lists, annual reports, media packages, flyers, advertising, newsletters, invitations.

Added Entries:	600	Bright, Thomas G.
	600	Shirriff, Francis A.
	600	Carnochan, Janet

Subject Access:	650	T.G. Bright & Co., Limited.
	650	Bright's Wines
	650	Vincor International Inc.
	650	Niagara Falls Wine Company
	650	Wine industry -- Marketing.
	650	Wineries -- Ontario -- Niagara Falls
